



KJU MIRROR

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KRISTU JAYANTI (DEEMED TO BE UNIVERSITY) | DEPARTMENT OF MEDIA STUDIES | STUDENTS' PUBLICATION

University Celebrates Independence Day with Patriotic Ceremony

Bezalel C Purackal

The spirit of unity filled the air on Independence Day as the celebrations began with the hoisting of the National Flag at 8:00 a.m. The flag was proudly hoisted by Fr. Dr. Abraham Vettiyanal, Chancellor of Kristu Jayanti University. His presence added great significance to the occasion, reminding all of the values of sacrifice, service and dedication to the Nation.

Following the ceremonial flag hoisting, Fr. Dr. Augustine George, the Vice Chancellor, extended a warm welcome to the gathering, inspiring students and staff with words that highlighted the true value of the freedom our nation cherishes today. Following



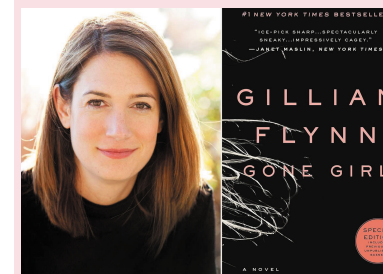
Fr. Dr. Augustine George addressing students on the occasion of Independence Day

this, Dr. Edward Aloysius, thoughtfully coordinated concluded with a photo Registrar of the University by the faculty members, session, capturing moment delivered the Presidential Mr. Arockia Raj. S. and Ms. of joy, unity and pride as the Note. The event was Gomathy. P. The celebration University stood together.

Book Review

Gone Girl: A Twisted Tale of Obsession and Deception

Nidhi Manoj Kumar



Gillian Flynn's *Gone Girl* is a psychological thriller that explores the darker sides of marriage, deception, and societal expectations. The novel alternates between the perspectives of Nick and Amy, keeping readers constantly unsettled about who the real villain is. Amy emerges as a manipulative mastermind hiding behind the façade of the "cool girl," while Nick is portrayed as a dishonest and passive-aggressive husband whose flaws gradually come to light.

Though both characters are deeply flawed and unlikeable, Flynn's narrative forces moments of sympathy for each. Amy's actions, while extreme, reflect the frustrations of women confined by societal norms, whereas Nick initially appears as a grieving husband until his manipulative tendencies are revealed.

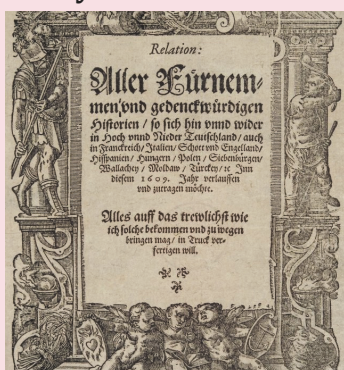
The book goes beyond its twists to explore the illusion of a perfect marriage, gender expectations, and the harm of toxic relationships and sensational media.

The complexity of its characters and the moral ambiguity at the heart of the story make the novel both gripping and unforgettable.

Gone Girl is more than just a thriller; it is a sharp commentary on relationships and society, leaving readers unsettled yet compelled until the very end.

Did you Know?

A Milestone in the History of Communication



The Relation aller Fürnemmen und gedenckwürdigen Historien

Published in 1605 by Johann Carolus in Strasbourg, is considered the world's first newspaper.

It featured a mix of political and international news. Printed in German, it was a key development in the history of journalism, facilitated by the printing press, and survived as a valuable historical artifact.

Daily Thoughts

Fake news is cheap to produce.
Genuine journalism is expensive.

Thomas Hendrik Ilves

Ink and Independence: A Tribute

K. Sarika Bharathi



Inauguration of Wall of Freedom Exhibition

The Department of Media Studies, in collaboration with the Journalism Club, organized 'Wall of Freedom', a poster exhibition marking India's 79th Independence Day.

The exhibition was inaugurated by Fr. Joshy Mathew, Chief Human Resource Officer and Director, School of Humanities and Social Sciences. The exhibition highlighted the lives and works of 30 freedom fighters who used journalism to mobilize the masses during the freedom movement. The event

featured a video presentation titled "Ink and Independence" that depicted the struggles of journalist-freedom fighters, followed by a patriotic dance performance by students of V semester PYJO. Students also narrated stories of nationalist editors and writers who inspired people through newspapers and publications. The initiative aimed to remind students of the role of journalism in shaping India's destiny and to inspire them to uphold ethical and fearless reporting in contemporary times. Described as more than a visual showcase, the exhibition was a heartfelt tribute by aspiring journalists showcasing the legacy of truth and courage that they left behind in shaping the destiny of India.

The exhibition was a heartfelt tribute by aspiring journalism students to value and appreciate the truth, legacy, courage and integrity in the media.

Movie Review

Coolie 2025: A Character-Centric Story Built around Deva

Brindha CK



Rajinikanth plays the role of Deva, a coolie turned reluctant outlaw after a personal tragedy pushes him into a criminal underworld. It's a role that allows the actor to flex both emotional range and mass appeal. His performance transitions between lighter, familiar crowd-pleasing moments and more grounded, introspective beats. Lokesh Kanagaraj, the Director crafts the character with reverence, showcasing both flair and vulnerability. Coolie stands apart from the Lokesh Cinematic Universe (LCU), a self-contained story with no crossovers or shared-world elements. For viewers expecting the intricate connectivity of Lokesh's earlier films, this will feel different but possibly refreshing. The narrative benefits from this independence, focusing entirely on Deva's journey without external baggage.

The supporting cast adds depth and variety. Nagarjuna's portrayal of Simon brings style and menace to the antagonist role, while Shruti Haasan's Preethi adds emotional grounding. Cameos from Upenendra and Aamir Khan provide brief but notable moments, and Pooja Hegde makes an impact with the high-energy song sequence "Monica." Anirudh Ravichander's soundtrack underscores the film's high points. Girish Gangadharan's cinematography delivers some visually striking moments. That said, Coolie is not without its shortcomings.

The second half lacks some of the momentum and freshness of the first. Coolie balances its strengths and flaws giving a fair watch.

A Look Beyond the Lecture Hall: Alumni Speaker Ignites Media Students

Shreya A.H

The Department of Media Studies, School of Humanities and Social Sciences at Kristu Jayanti University organized an Alumni Talk on August 13, 2025. The session featured S. Aaqifah Hilmi, a 2020–2023 graduate of BA Visual Communication and currently a Digital Marketing Strategist at Sensio Enterprises, who addressed students of Media Studies. Sharing her journey from campus life to the professional world, Aaqifah outlined a "playbook" of eight skills and habits that helped shape her career. She stressed the importance of mastering core skills while remaining open to learning new ones. She encouraged students to maintain consistency, set boundaries, build personal systems and make deliberate choices that would support long-term growth. Drawing from her own experiences in the dynamic digital industry,



Ms Aaqifah Hilmi addressing students

Aaqifah underlined the values of resilience, intentional networking and adaptability. She also urged students to treat academic projects as opportunities for experimentation and self discovery.

She concluded with her FAREZ formula for growth. The formula stands for the Focus of a Crane, Attention of a Dog, Right Input to one's

senses, Efforts of a crow and stepping out of your Comfort Zone. The interactive session inspired students to explore, experiment and embrace resilience as they prepare for professional challenges. The session also reflected the department's commitment to connecting students with alumni role models who can contribute practical guidance and encouragement.

Classroom to Boardroom: Students Explore Corporate Transparency

Brindha CK



Moderator Dr. Juby Thomas with panel members

The Department of Media Studies at Kristu Jayanti University conducted a panel discussion on "Transparency and Agenda-Setting in Corporate Communication" on 14th August 2025 at the Council Room, Admin Block. The session, moderated by Dr. Juby Thomas, Associate Professor, Department of Media Studies, brought together students to explore how transparency and agenda-setting influence corporate narratives and public trust.

The panel, consisting of MAJMC students, began by explaining the concepts of transparency and agenda-

setting. They highlighted that transparency means being open, honest and accountable, while agenda-setting involves selecting and framing information to guide public perception. It was emphasized that both strategies influence trust and corporate communication. The panel noted that being clear about what is shared is as important as the act of sharing itself. The discussion also addressed the positive impact of transparency, which builds trust, encourages engagement and drives innovation.

It also helps focus conversations and enables organizations to communicate

effectively. Transparency was described not as telling everything, but as telling the right information at the right time to the right people, for the right reasons. At the same time, the students acknowledged the risks of excessive disclosure, which could compromise security, reduce competitiveness, or mislead the public.

They stressed that balance is key, when handled responsibly, transparency and agenda-setting can build trust and credibility, but if mismanaged, they can cause harm. The panel further explored these ideas through case studies of well-known corporate crises and controversies, analyzing how organizations handled communication and how it impacted their reputation.

The collaborative work of the MAJMC students made the panel discussion a success. Dr. Juby Thomas appreciated their teamwork. Panel discussions mirror real corporate environment and help students sharpen skills.

Travelogue

New Delhi: A Blending History and Modernity

H. Lalhmachhuana



Despite its heavy pollution and extreme weather conditions, New Delhi continues to carve a special place in the heart with its unique blend of historical grandeur and modern vitality. The buzzing market lanes, timeless landmarks, and people from every corner of India together capture the essence of our Nation's Capital.

The journey began on a Thursday evening from Bangalore via flight. The distinct climate was the first thing to stand out upon arrival, yet the excitement of being back overshadowed everything else. Having once visited as a child, returning after a decade brought with it an unmatched thrill. Chandni Chowk became the first stop, alive with colors, aromas and the irresistible pull of spices that made perfect souvenirs for friends back home. Dinner that evening was at Karim's, where an old classmate joined. The legendary chicken curry and biryani lived up to every story heard. Friday was reserved for the grand monuments: India Gate, Jama Masjid, Qutub Minar, and the Red Fort, all explored at a relaxed pace with a cab booked for the day.

Choosing Friday over the weekend was wise, as the crowd was yet to pour in. Saturday unfolded with visits to the Rashtrapati Bhavan and the serene Lotus Temple. After lunch came a spirited round of bargaining at Sarojini Market, where jackets and jerseys quickly found their way into our bags. Sunday morning offered one last indulgence with time spent by the hotel pool before bidding farewell to the city at 3 p.m. Delhi once again proved to be a city that doesn't just host visitors, but leaves them mesmerized.